

THE CITY OF MIAMI BEACH



2005 Business Satisfaction Survey

DRAFT – February 4

INTRODUCTION: Hello, my name is _____ calling on behalf of the Mayor and Commissioners of the City of Miami Beach. This is **NOT** a sales call. We are conducting a survey of businesses within the Miami Beach area and yours was selected at random.

[IF NAME OF OWNER/MANAGER IS AVAILABLE] May I please speak to Mr./Mrs./Ms. _____?
[IF NAME OF OWNER/MANAGER IS NOT AVAILABLE] May I please speak to the owner or manager of this business?

Options:

1. "Yes, speaking." [CONTINUE WITH 'INTRODUCTION' BELOW.]
2. "Yes, hold on." [WHEN RESPONDENT PICKS UP, REPEAT ABOVE AND CONTINUE BELOW.]
3. "He/she is not available." [GET CALL BACK TIME.]
4. "Wrong number." [THANK AND TERMINATE.]

INTRODUCTION (cont'd): The City of Miami Beach is interested in hearing your views about what it's like to do business in Miami Beach and how well City government is meeting the needs of businesses across the area. Your opinion is very important and will help improve service and quality of life throughout Miami Beach. Your participation in this survey and the answers you provide will be kept confidential. This survey will take about 10-15 minutes of your time. As you answer these questions, please think about the needs and concerns of your business. May we begin?

About City Services

1. First, what was the major reason you located your business in the City of Miami Beach? [READ LIST]

1. Climate/location by the beach
2. The City's image (hip, sophisticated, etc.)
3. Availability of buildings/properties
4. Proximity to customers
5. Nightlife/entertainment options
6. Favorable economy
7. Other

As you think about the area surrounding your place of business (for example, the streets, sidewalks, alleyways, etc. around your business area), how would you rate each of the following? Would you say excellent, good, fair, or poor?

Don't Know [DO NOT READ]

	Poor				
	Fair				
	Good				
	Excellent				
2. The cleanliness of streets	1	2	3	4	5
3. Cleanliness of canals/waterways	1	2	3	4	5
4. Storm drainage (to avoid flooding)	1	2	3	4	5
5. Condition of sidewalks (that is, few or no cracks)	1	2	3	4	5
6. The appearance and maintenance of the City's public buildings	1	2	3	4	5
7. Overall quality of the beaches (cleanliness, water quality, etc.)	1	2	3	4	5
8. The maintenance of parks	1	2	3	4	5
9. Landscape maintenance in rights of way and public areas	1	2	3	4	5
10. Recreation programs and facilities	1	2	3	4	5
11. Garbage/Trash collection	1	2	3	4	5
12. Building code enforcement (for new construction and renovation)	1	2	3	4	5
13. The City's ability to address homelessness	1	2	3	4	5

14. How would you rate the recently completed capital improvement projects (for example, the Beachwalk, Parks and Youth Centers, Miami Beach Golf Club, Bass Museum, Washington Avenue, streetscapes, etc.) in the City of Miami Beach? [READ LIST]
1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. [DO NOT READ] Don't know
15. What do you feel is the main cause of nuisance noise or disturbances in the City of Miami Beach? Please listen to the following choices and choose the ONE main cause. [READ LIST]
1. Construction
 2. General Traffic
 3. Car horns and motorcycles
 4. Buses and/or trucks
 5. Nightclubs
 6. Restaurants
 7. Festivals and/or major events
 8. None/nothing
 9. [DO NOT READ] Other
16. During the past 12 months, how many times has your establishment been inspected for outside sidewalk/café permit compliance, sanitation, or other use of public property? [READ LIST]
1. None [SKIP TO Q18]
 2. Once
 3. Twice
 4. Three or more times
17. How would you rate the level of these inspections in the past 12 months for your establishment? [READ LIST]
1. Acceptable/About the right amount
 2. Too much
 3. Too little
 4. [DO NOT READ] Don't know
18. How would you rate the level of enforcement of zoning and ordinances (for example, size of establishment, signs, roofing, etc.) by the City of Miami Beach government for businesses? [READ LIST]
1. Acceptable/About the right amount
 2. Too much
 3. Too little
 4. [DO NOT READ] Don't know
19. How would you rate the pace of new construction (that is, new buildings being built) across the City of Miami Beach? [READ LIST]
1. About the right amount
 2. Much too much
 3. Too much
 4. Too little
 5. Much too little
 6. [DO NOT READ] Don't know
20. And, how much do you feel the City of Miami Beach is doing with respect to historic preservation? [READ LIST]
1. About the right amount
 2. Much too much
 3. Too much
 4. Too little
 5. Much too little
 6. [DO NOT READ] Don't know

Getting Around the City

Now, I'd like to ask you a few questions about getting around the City of Miami Beach. Over the past 12 months, how would you rate the effectiveness of the City's public transit system to bring customers and employees to your business? Would you say excellent, good, fair or poor?

Don't Know [DO NOT READ]

Poor

Fair

Good

Excellent

21. Ability to bring customers to your business

1 2 3 4 5

22. Ability to bring employees to your business

1 2 3 4 5

23. How do you feel about the condition of roads (that is, street repair, maintenance, smoothness) in Miami Beach? Would you say excellent, good, fair or poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't drive/Don't know

24. How satisfactory is the availability of parking (both public and private) for your customers and/or employees around your business area? [READ LIST]

1. Excellent (they can almost always find a place nearby)
2. Good (they are often able to find a place nearby)
3. Fair (more often than not, they will not find a place nearby)
4. Poor (they are almost never able to find a place nearby)
5. [DO NOT READ] Don't know/not applicable

25. How do you feel about traffic flow in Miami Beach for customers and employees trying to get to and from your place of business?

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't drive/Don't know

26. Which of the following would you be most willing to support to allow for more pedestrian and bicycle paths/lanes throughout the City of Miami Beach? [READ LIST]

1. Fewer parking spaces/areas
2. Fewer green/open space areas
3. Fewer lanes of travel
4. [DO NOT READ] Other _____
5. [DO NOT READ] Don't know/Don't care

Safety

Our next topic is safety in Miami Beach.

27. **OPEN-ENDED.** What is the first thing that comes to mind when you think of the City of Miami Beach police? [RECORD RESPONSE.] _____

How would you rate the overall quality of the each of the following public safety services provided by the City? Using the same scale for each, would you say excellent, good, fair or poor?

	<i>Don't Know/Do Not Use</i>				
				<i>Poor</i>	
			<i>Fair</i>		
	<i>Good</i>				
	<i>Excellent</i>				
28. Police	1	2	3	4	5
29. Emergency Medical Response	1	2	3	4	5
30. Fire	1	2	3	4	5
31. Ocean Rescue/Lifeguard/Beach Patrol	1	2	3	4	5
32. Emergency/Hurricane preparedness	1	2	3	4	5

Please answer the following questions as to whether you and your employees feel very safe, reasonably safe, somewhat safe, unsafe or very unsafe?

	<i>Don't Know</i>				
				<i>Very unsafe</i>	
				<i>Unsafe</i>	
			<i>Somewhat safe</i>		
		<i>Reasonably safe</i>			
	<i>Very safe</i>				
33. How safe would you say you and your employees feel in and around your place of business during the daytime?	1	2	3	4	5
34. How safe would you say you and your employees feel in and around your place of business during the evening/night-time?	1	2	3	4	5

35. How adequate is the amount of public street lighting at night in your business area? [READ LIST]

1. Acceptable/the right amount
2. Not enough lighting
3. Too much lighting
4. [DO NOT READ] Don't know/Not applicable (business is not open at night)

36. During the past 12 months, has your business been inspected by the fire department?

1. Yes
2. No [SKIP TO Q39]

37. How would you rate the level of fire inspections in the past 12 months for your establishment? [READ LIST]

1. Acceptable/About the right amount
2. Too much
3. Too little
4. [DO NOT READ] Don't know

38. Overall, do you feel the inspections have helped improve the fire safety of your establishment? [READ LIST]

1. Definitely
2. Somewhat
3. A little
4. Not at all
5. [DO NOT READ] Don't know

39. What do you feel is the most important area that the City of Miami Beach can address to improve public safety throughout the City? Please listen to the following list. [READ LIST FROM CHOICE 1 TO 9 AND RECORD RESPONSE]. Ok, and what is the second most important area to address? [RE-READ LIST IF NECESSARY MINUS FIRST CHOICE GIVEN, THEN RECORD RESPONSE] – NOTE: CHOICES TO BE RANDOMIZED

1. Preventing crime
2. Enforcing traffic laws
3. Increasing visibility of police in neighborhoods
4. Increasing visibility of police in business/commercial areas
5. Enhancing lifeguard and beach patrol services
6. Reducing homelessness
7. Improving fire-fighting services
8. Improving rescue services
9. Other _____
10. [DO NOT READ] Don't know/not interested

Culture, Entertainment & Tourism

40. How do you feel about the availability of restaurants in Miami Beach? [READ LIST]

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

41. How do you feel about the availability of nightclubs in Miami Beach? [READ LIST]

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

42. How do you feel about the availability of cultural activities (such as art shows, film festivals, theaters, and musicals) in Miami Beach? [READ LIST]

1. Too many
2. About the right amount
3. Too few
4. [DO NOT READ] Don't know

43. How frequently do you feel major events (such as the boat/home/auto shows, 4th of July celebrations, expositions, food and wine festivals, etc.) should occur in the City of Miami Beach? [READ LIST]

1. They occur the right number of times
2. They should occur more often
3. They should occur less often
4. [DO NOT READ] Don't know

44. How good a job do you feel City government is doing with respect to handling events that attract large crowds to Miami Beach that is, the City considers the needs of residents and businesses, addresses noise/disturbance issues, etc.? [READ LIST]

1. The City is doing a very good job
2. A good job
3. An average job
4. A poor job
5. The City is doing a very poor job
6. [DO NOT READ] Don't know

Economy/Taxes

45. In thinking about the future of Miami Beach's economy, to what extent would you agree that it is important for the City to attract a greater variety of industries (for example, businesses other than those related to tourism)? [READ LIST]
1. Strongly Agree
 2. Agree
 3. Neither Agree Nor Disagree
 4. Disagree
 5. Strongly Disagree
 6. [DO NOT READ] Don't know
46. How would you rate the overall value of City services for the tax dollars that your business pays? Would you say excellent, good, fair or poor?
1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. [DO NOT READ] Don't know
47. What is your level of satisfaction with local schools within the City of Miami Beach? Would you say very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied?
1. Very satisfied
 2. Satisfied
 3. Neither satisfied nor dissatisfied
 4. Dissatisfied
 5. Very dissatisfied
 6. [DO NOT READ] Don't know/not applicable
48. Would you support the City of Miami Beach reallocating City tax dollars to increase public school funding in order to improve the quality of the public schools in Miami Beach? [READ LIST]
1. Definitely
 2. Probably
 3. Hard to say
 4. Probably not
 5. Definitely not
 6. [DO NOT READ] Don't know
49. Do you agree or disagree with the following statement: Miami Beach residents are key contributors to the viability of my business in the City. Would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree?
1. Strongly agree
 2. Agree
 3. Neither agree nor disagree
 4. Disagree
 5. Strongly Disagree
 6. [DO NOT READ] Don't know/Not sure

Communications/Customer Service/Internal City Processes

50. Now, a few questions about communications both to and from the City of Miami Beach. How do you **most often** get your information about the City that is relevant to your business (for example, government, services, activities, meetings, etc.)? Listen to the following list and choose the most common method. [READ LIST]

1. Cable Channel 20
2. Miami Beach website
3. Daily newspapers
4. Community/weekly publications
5. The City's Answer/Call Center
6. E-mails from City government, departments or agencies
7. Direct mail from City government, departments or agencies
8. Communications with City Commissioner(s)
9. [DO NOT READ] Other
10. [DO NOT READ] Don't know/Not interested

51. How do you feel about the amount of information you get from the City? [READ LIST]

1. Too much
2. About the right amount
3. Too little
4. [DO NOT READ] Don't know

52. During the last 12 months, have you personally contacted, either by phone, in-person or electronically, the City of Miami Beach government with a question, service request or complaint on behalf of your business? [READ LIST]

1. Yes, one contact
2. Yes, several contacts
3. No contact **[SKIP TO Q60]**
4. [DO NOT READ] Don't remember

53. What was the reason for your contact? [READ LIST]

1. Pay a bill
2. File a complaint
3. Visit an elected official
4. Research an issue
5. Pull a building permit/plan review
6. Obtain a license
7. Schedule an inspection (building, fire, etc.)
8. Attend a program/event
9. Non-emergency police assistance
10. Other

Thinking about your **most recent contact** with City government, would you say you strongly agree, agree neither agree nor disagree, disagree or strongly disagree about each of the following statements? [READ LIST]

	Strongly Disagree				
	Disagree				
	Neither				
	Agree				
	Strongly agree				
54. It was easy to get to someone who could help me	1	2	3	4	5
55. The employees that assisted me were courteous and professional	1	2	3	4	5
56. The employees that assisted me had the proper training and knowledge	1	2	3	4	5
57. The process is user-friendly and easy to understand	1	2	3	4	5
58. The requests made by my business are processed in a timely manner	1	2	3	4	5
59. Overall, I was satisfied with the experience I had contacting the City	1	2	3	4	5

60. To what extent do you agree or disagree that City of Miami Beach government is open and interested in hearing the concerns or issues of your business? [READ LIST]

1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree
6. [DO NOT READ] Don't know

In Summary

61. Now, a few summary questions. In general, how good a job do you feel Miami Beach City government is doing in meeting the needs of your business? Would you say excellent, good, fair, or poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't know

62. Compared to other cities you know about, how would you rate Miami Beach as a place to run a business?

1. One of the Best
2. Above Average
3. Average
4. Below Average
5. One of the Worst
6. [DO NOT READ] Don't know

63. Would you say that as a place to do business, the City of Miami Beach is better now than it was about a few years ago, would you say it is worse, or would you say it is about the same? [READ LIST]

1. Better now
2. About the same
3. Worse now
4. [DO NOT READ] Don't know/we haven't done business here long enough to judge

64. What do you feel is the most important challenge facing your business in Miami Beach over the next several years? [READ LIST FROM CHOICE 1 TO 8 AND RECORD RESPONSE]. Ok, and what is the second most important challenge? [RE-READ LIST IF NECESSARY MINUS FIRST CHOICE GIVEN, THEN RECORD RESPONSE]

1. Competitive business pressures
2. Restrictive government codes
3. Outdated facilities
4. High property taxes
5. Not enough space
6. Difficulty recruiting a skilled labor force
7. Lack of affordable housing in Miami Beach for your labor force
8. Obtaining incentives
9. [DO NOT READ] Other _____

65. **OPEN-ENDED.** What 2-3 changes would make the City of Miami Beach a better place for you to do business?

Demographics

I just have a few remaining questions for you to help us classify businesses, so that we ensure a representative sample is included across the City. As a reminder, all information is kept confidential and will not be given to City officials.

66. What is your position with the business you represent?

1. Owner or partner
2. Manager
3. Assistant Manager
4. Other _____

67. How long has your business been in the City of Miami Beach? [READ LIST]

1. Less than 6 months
2. 6 months but less than 2 years
3. 2 to less than 5 years
4. 5 to less than 10 years
5. 10 to less than 20 years
6. More than 20 years
7. [DO NOT READ] Don't know

68. Approximately how many full-time employees does your business currently have? [READ LIST]

1. Less than 25 full-time employees
2. 25-50
3. 51-100
4. More than 100
5. [DO NOT READ] Prefer not to say

69. Approximately how many part-time employees does your business currently have? [READ LIST]

1. Less than 25 part-time employees
2. 25-50
3. 51-100
4. More than 100
5. [DO NOT READ] Prefer not to say

70. How many locations do you have in the City of Miami Beach? [READ LIST]

1. One
2. Two
3. Three or more
4. [DO NOT READ] Prefer not to say

71. Outside of the City of Miami Beach, in what other locations do you have businesses? [READ LIST AND RECORD ALL THAT APPLY]

1. No other locations
2. South Florida
3. Central/Northern Florida
4. Nationally/U.S. (excluding Florida)
5. Internationally
6. [DO NOT READ] Prefer not to say

This concludes the survey. Your opinions are greatly valued and appreciated. Thank you for your time. Have a great day/evening!